

Time Inc.

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Dear Peter:

Thanks for your time on Monday morning. To help
enclosing preliminary recommendations for video sele
-- the quantity is beyond the fifty we discussed in orde
We selected these recommendations by examining our
into consideration Benson & Hedges' target audience
requirements.

Per Diane Cimine's request, also enclosed are samples
created for Buick's LeSabre brand in 1991 -- which, as
producing new creative for the cover. Prospects were i
catalog after participating in a test drive.

Additionally, Denise Cohen had asked how many video
customers, and we determined the following:

- Average number of videos ordered per Time Warner Viewer's Edge customer: 3.4
- Median number of videos ordered per Time Warner Viewer's Edge customer: 2.0 (approx.)
- Average number of products ordered per typical U.S. catalog customer (any product): 2.5 - 3.7

Peter, I hope this information will help you and your team plan and build a successful
program to grow Benson & Hedges' business, and we look forward to working with
you in this process. In the meantime, please call me with any questions.

Sincerely,



Stephen L. Deschenes

Enc.

cc: Diane Cimine / Philip Morris
Denise Cohen / Philip Morris
Rita Schneider / Philip Morris
Bob Mattaliano / Time Inc.
Mitch Rothschild / Time Warner Viewer's Edge
Jim Whitelaw / Time Inc.

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→ 10 titles
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\$ 4-5.25

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bidding process

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(661)

3) head st

2060304435

merchandising

\$ -

buy down

2) selective buy

insert?

above & beyond contract

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documentation
showing
rights to
stories.

2060304436

need individual
commitment
per tape

~~steve~~
VIDEOS
3-4

OPEN
ENDED

LESS
FREQUENT

negotiate
commitment

A Time Warner Company